

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: § Group Art Unit: 4126
Michael Gilfix, *et al.* §
Serial No.: 10/687,239 § Examiner: Jason M. Thomas
Filed: 10/16/2003 § Atty Docket No.: AUS920030360US1
Title: Interactive, Non-Intrusive Television § Customer No.: 34533
Advertising § Confirmation No.: 8992

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RESPONSE TO OFFICE ACTION DATED DECEMBER 21, 2007

Dear Sir:

This is a Response to the Office Action dated December 21, 2007 (hereafter “the Office Action”). Claims 15-42 are presently cancelled, leaving claims 1-14 as the only pending claims in this case. Applicants present the following amendment and remarks demonstrating that the case is in condition for allowance.

Amendments to the Drawings begin on page 2 of this paper.

Amendments to the Specification begin on page 3 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Remarks begin on page 6 of this paper.